



The value of Hawaii's ag-tourism related activities is pegged at \$38.8 million for 2006, up 14 percent from the \$33.9 million generated in 2003. There were 112 farms statewide that had ag-tourism related income during 2006, a 40 percent decrease from 2003 as fewer agricultural producers in Hawaii have opened up their operations to visitors to the farm experience through ag-tourism activities. Interest in ag-tourism continues to be strong as 84 farms either are involved in ag-tourism activities in 2006 or planned to be in the future.

The distribution of ag-tourism throughout Hawaii has become more concentrated during the past three years as Hawaii county now accounts for half of the farms with ag-tourism and 34 percent of the total value. Honolulu county had 12 percent of the farms and 37 percent of the total value. Kauai county accounted for 13 percent of the farms and the value was 16 percent of the total. Maui county accounted for 25 percent of the farms and was the only county showing a decline from 2003 with 13 percent of the total value.

AG-TOURISM: Number of farms, value, and future intentions by country, State of Hawaii, 2000, 2003, and 2006

County	Total farms			Farms with ag-tourism activity			Value of ag-tourism			Farms intending to conduct ag-tourism activities in the future		
	2000	2003	2006	2000	2003	2006	2000	2003	2006	2000	2003	2006
	----- \$1,000 -----											
Hawaii	3,300	3,300	3,300	60	89	56	8,875	12,562	13,206	47	65	50
Honolulu	900	900	900	19	31	13	7,777	8,586	14,201	15	23	10
Kauai	500	500	500	16	24	15	2,103	5,949	6,365	6	20	10
Maui	800	800	800	31	43	28	7,288	6,772	4,994	16	37	14
State	5,500	5,500	5,500	126	187	112	26,043	33,869	38,766	84	145	84

Revenues from ag-tourism, which includes many various activities, was broken down into several categories. On-farm sales direct to farm visitors was the leading category, with \$12.1

million, followed by retail sales (products from other farms or souvenir items), outdoor recreation, educational, and others.

AG-TOURISM: Number of Farms and Value, by Type of Activity, State of Hawaii, 2000, 2003, and 2006

Item	Type of ag-tourism activity							Totals ³
	Outdoor recreation	Educational tourism	On-farm sales	Retail sales ¹	Accommodations ²	Entertainment	Other	
Farms								
2000	28	30	83	29	27	8	8	126
2003	34	30	103	38	33	8	6	187
2006	26	25	69	30	24	7	4	112
Value (\$1,000)								
2000	5,875	353	8,444	6,700	2,252	775	1,644	26,043
2003	5,019	1,177	13,479	9,083	2,490	1,061	1,560	33,869
2006	9,305	2,255	12,054	11,963	4	4	3,189	38,766

¹ Includes products from other farms or souvenir items.

² Includes bed and breakfast, meeting rooms, etc.

³ Unduplicated total number of farms.

⁴ For 2006, Accommodations and Entertainment were combined with "Other" to avoid disclosure of individual operations.



Eight-one percent of all ag-tourism operations in 2006 were planning to maintain or expand their operations in the future. Only 4 percent, or 5 farms, of the total indicated that they will discontinue or reduce their ag-tourism activities

in the future. The 2006 Ag-tourism survey also showed that flower and/or nursery operations remained the most popular type of ag-tourism operation. Livestock and fruit farms were tied for second.

**AG-TOURISM: Distribution of Farms by Future Intentions,
State of Hawaii, 2000, 2003, and 2006**

Year	Future ag-tourism plans				Total
	Expand ag-tourism activities	Remain at current level	Discontinue or reduce ag-tourism activities	Uncertain	
Number of ag-tourism farms					
2000	60	41	7	18	126
2003	61	86	8	32	187
2006	48	43	5	16	112

AG-TOURISM: Distribution of Farms by Type of Farm, State of Hawaii, 2000, 2003, and 2006

Year	Type of farm ¹							Total
	Fruit	Vegetable	Coffee	Macadamia nut	Flower/nursery	Livestock	Other	
Number of ag-tourism farms								
2000	12	8	25	5	35	30	11	126
2003	30	18	30	14	38	26	31	187
2006	21	8	20	8	25	21	9	112

¹ A predominate commodity was designated for farms reporting more than one commodity.